

**MINUTES OF BID STEERING GROUP MEETING
HELD ON TUESDAY 7TH DECEMBER 2015 @ 2PM
AT WINTER GARDENS, WESTON-SUPER-MARE**

Present: Steve Townsend
Paul Batts
Steve Berry
Darren Fairchild
Tim Lamb
Ben Sheldrake
Beverley Tucker
Sam Walker

Apologies: Sophia Michael
Martin Challenor
Mark MacGregor
Sharon Bennett
Darran McQuire
Michelle Michael
Iain Brimecombe
Emma Lincoln
Mike Lyall
Rachael Lewis
Richard Nightingale

1. Minutes from last meeting

All agreed

2. Financial Update

2012	£242,055	91%
2013	£240,242	94%
2014	£241,403	90%
2015	£241,176	89%

Re-ballot proposals being presented to Board on 9th December.

3. Projects

EL leaving the team on 23rd December. Proposal to work with North Somerset Council events team to deliver 2016 programme to be approved by Directors at Board meeting on 9th December.

Marketing

Love Weston – ST will request business plan for the next 12 months of Love Weston activities at SLA meeting on 9th December. Winter campaign in place for festive period. Love Weston team now based in Tropicana as will the new TIC for summer 2016 (subject to agreement).

Pocket Guide – BID to continue to support Pocket Guide in 2016. Sales packs gone out with 25% BID discount with newsletters. ST/EL to include coach welcome and town centre leaflet dispensers within 2016 budget.

Events

Christmas

Another successful Xmas lights switch on but disappointing civic turnout. Despite installing a smaller Xmas tree this year, it suffered irreparable storm damage and had to be removed. TC in conversation with NSC re alternative location for 2016. Elf trail – huge success this year due to “Help it’s the school holidays” media link. Late night shopping entertainment well received but weather causing problems with planned firework display.

Small Business Saturday – bus tour worked well on Town Square and normal activities took place on BLC, which included walkabout and FSB.

Hazy Days Festival – grant request received from organiser of Hazy Days Festival 2016. The group discussed the event at length and ST to contact organiser with a decision.

Street Management

Multi agency “rough sleepers” training being arranged by CSDAT, in association with St Mungo’s Hostel in Bristol.

Wardens assisted with Christmas light switch on and late night shopping events. Clean & Green team jet washed numerous business frontages and cleaning behind The Centre on weekly basis. It was also suggested that Silica could do with jet wash clean and DF offered to organise.

Assisted with Carnival event, carnival traders and coach parking. Shoplifting incidents on the increase as we enter the festive period. Attended agency meetings as required.

Purple Flag

Purple Flag assessment took place on Saturday 28th November. The team was congratulated on the quality of the high standard of the application, post evening presentation and partnership working on the night. Results of the assessment to be announced on 8th January 2016.

Access

Footfall figures were distributed at meeting and monthly report can also be found at WSMTCP website.

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Support

Financial contribution being made to CHAT on a monthly basis for the next 12 months.

Sita continue to sign up new businesses, and have most recently been working with Nightingales.

Steady stream of utility and insurance enquiries, all of which have been passed to our broker.

MS updated the website and photographed all Xmas and late night events, including costume character Facebook uploads.

4. AOB

A detailed discussion also took place regarding impactful BID branding and in particular raising the profile of the warden team in terms of uniform. ST/BT to work on this over Xmas period.

Date of Next Meeting: 12th January 2016 2.00pm, McDonalds training room.